

RECEIVED 007/075
CENTRAL FAX CENTER
MAR 15 2010

Application No. 09/888,554
Amendment Dated March 5, 2010
Reply to Notice of Non-Compliant Amendment mailed February 18, 2010

Amendments to the Title:

Title: (current): Retail Customer And Product Purchase Divider With Interactive Retail Transaction Functions.

Title: (currently amended): A Checkout Counter Customer Product Purchase Divider Adapted to Receive Electronics For Interactive Retail Transaction Functions.